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Operation Cool

District #14 Safety Advisory Board

Everyone wants to make a good impression



But not on a windshield!

SEAT BELT AWARENESS PROGRAM FOR TEENAGERS

*Sponsored by the Illinois State Police,
local law enforcement agencies, and
the caring communities of Fulton,
Hancock, Henderson, McDonough,
and Warren Counties.*

A not-for-profit organization

George H. Ryan
Governor

Sam W. Nolen
Director

Douglas W. Brown
First Deputy Director

Operation Cool Program History

Operation Cool is a not-for-profit, tax exempt corporation that was developed and pioneered by the Illinois State Police. It resulted from the frustrations of a hardened state police commander watching teens drive away from high schools not wearing their seat belts. He knew that 15 such teens would die that year in his district because they didn't think it was "cool" to wear seat belts. He decided to make it "cool". Due to Operation Cool's success, the program has been expanded statewide.

DISTRICT #14 OPERATION COOL

What is Operation Cool?

Operation Cool targets high school students with positive rewards for wearing their seat belts. Students are asked to sign a contract that states they will stay enrolled in school, wear their seat belt, ask their passengers to wear their seat belts, and not get arrested for driving under the influence of alcohol/drugs.

If the student commits to these goals, that student is eligible for prizes, and the grand prize of a car, all awarded from charitable contributions.

What are the goals of this program?

- #1 Save teen lives.
- #2 Encourage teens to form lifelong good driving habits.

The importance of these goals is illustrated by the following:

Youths between 15-20 are only 5% of the driving population, yet they are involved in 14% of all fatal crashes.

Drivers between the ages of 16-17 are approximately 6 times more likely to be involved in a crash than all other drivers combined.

Who is Participating?

High school students from 27 schools in the following five counties: Fulton, Hancock, Henderson, McDonough, and Warren.

Where does the support come from for Operation Cool?

The community provides incentives to Operation Cool in the form of cash donations, prize contributions, and service donations. The Illinois State Police and local police agencies provide training, seat belt safety programs and guidance during the school year to participating schools.

What is the result?

District 14 Operation Cool began in 1997. Since then there have been no teen fatalities involving teen drivers from schools that have participated in Operation Cool. Students have heard our safety message through high

school assemblies. In the 1997-1998 school year, surveys showed a seat compliance rate **increase** of 50% at one school and another school had an overall compliance rate of over 90%.

This directly translates into saving teens' lives. Gentry Motors in Macomb, Illinois has been a staunch supporter of Operation Cool and saving teen lives since Operation Cool's inception in 1997. They have donated a vehicle as the Grand Prize for each year of the program and are appreciated as sponsors in this worthwhile program. Operation Cool would very much appreciate your support as well. Together we can make a difference in saving teen lives and protecting our greatest asset, our hope for the future, our teens.



WHERE INTEGRITY COMES FIRST

**Gentry Motors and the
Illinois State Police
remind you to Always
Wear Your Seat Belt!**

How can you help?

Your tax-deductible cash or prize contribution will help this program continue to save lives. Please send your donation to:

Operation Cool

District #14 Advisory Board

P.O. Box 483

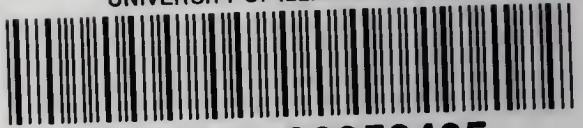
Macomb, Illinois 61455

If you would like to volunteer or learn more about Operation Cool, please call the Illinois State Police District #14 Operation Cool at (309) 833-4046.

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**WE'D LIKE TO SUPPORT
OPERATION COOL AND
CONTRIBUTE TO SAVING
TEEN'S LIVES**

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